

Remarks/Arguments:

Claims 1, 2, 4-8, 10-14, 23-26 and 28 have been amended. Claims 9 and 27 have been cancelled. Of pending claims 1-8, 10-26, 28 and 29, claims 15-21 and 29 are withdrawn.

Claim 1 has been amended to recite: 1) the inherent information memory unit is accessible only for a software program certified by the broadcaster, 2) a common information memory unit for storing common information and being freely accessible for an application installed in the television receiver, 3) a communication unit capable of establishing communication outside the television receiver via a communication network, 4) that the control unit uses the software program certified by the broadcaster for obtaining the package information and 5) that the package information using the inherent information is transmitted to the broadcaster. No new matter is introduced herein. Support for the amendment includes, for example, page 41, lines 1-3 (accessible only for a software program certified by the broadcaster); original claim 2 (a common information memory unit); page 16, lines 10-12 (the common information memory unit is freely accessible); original claim 9 (a communication unit); and page 61, lines 7-15 (package information using the inherent information is transmitted to the broadcaster). Claims 2, 4-8, 10-14, 23-26 and 28 have been amended for antecedent basis and to correspond with claim 1. Claims 11 and 13 have been amended to depend from claim 1, and claim 28 has been amended to depend from claim 2.

Claim 12 has been rejected under 35 U.S.C. § 112, second paragraph, as being unclear. Claim 12 has been amended to recite "an on screen display (OSD) display means." Basis for the amendment includes page 12, line 21 - page 13, line 9 of the original specification. Accordingly, Applicant respectfully requests that the rejection of claim 12 under 35 U.S.C. § 112, second paragraph, be withdrawn.

Claims 1-3, 12 and 22 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Staunton et al. (US 2005/0110909) in view of Schein et al. (US 2003/0208758). It is respectfully submitted, however, that these claims are patentable over the cited art for the reasons set forth below.

Claim 1, as amended, includes features neither disclosed nor suggested by the cited art, namely:

an inherent information memory unit for storing inherent information of a broadcaster and being accessible only for a software program certified by the broadcaster ...

a common information memory unit for storing common information, and being freely accessible for an application installed in the television receiver;

a communication unit capable of establishing communication outside the television receiver via a communication network ...

wherein the package information using the inherent information is transmitted to the broadcaster.
(Emphasis added)

Staunton et al. relate to a remote control for a multimedia TV receiver to enable a variety of interactive applications. (Paragraph [0001].) Staunton et al. teaches that data streams of digital TV broadcasts may be used to provide interactive data (e.g., positions of contenders in a race, newsflashes, a score in a sports match) and to provide an interactive medium via the display of a remote control device. (Paragraph [0017].) Staunton et al. also teach that a broadcasting company can encourage channel loyalty through "loyalty points." The loyalty points may be used to purchase items and services offered for sale by the broadcaster, as well as for gaming/gambling activity. A remote control device is used to request, download and store the loyalty points. (Paragraphs [0020-0023].)

Staunton et al., however, do not disclose or suggest: 1) an inherent information memory unit accessible only for a software program certified by the broadcaster, 2) a common information memory unit for storing common information, and being freely accessible for an application installed in the television receiver, 3) a communication unit capable of establishing communication outside the television receiver via a communication network and 4) that the package information using the inherent information is transmitted to the broadcaster, as required by claim 1 (emphasis added). Staunton et al. are silent regarding these features. Staunton et al. only teach acquiring loyalty points to purchase items or services. (Paragraph [0020-

0023].) In addition, as acknowledged by the Examiner on page 3 of the Office Action, Staunton et al. do not teach a software program receiver unit for receiving a software program which obtains information from the inherent information memory unit, as required by claim 1. Thus, Staunton et al. do not include all of the features of claim 1.

Schein et al. relate to systems and methods for providing television and/or listing information to a viewer and for allowing the viewer to interact with information in a remote database. (Abstract.) Schein et al. teach an interactive computer system which provides television schedule and/or listing information and uses the information to control various peripheral devices (e.g., televisions, video tape recorders, set-top boxes) in the television system. (Paragraph [0007].) Schein et al. also teach that a computer program can be provided which contains software for receiving, organizing and displaying data for a television schedule guide. (Paragraph [0029].)

Schein et al., however, do not disclose or suggest: 1) an inherent information memory unit that is accessible only for a software program certified by the broadcaster, 2) a common information memory unit for storing common information that is freely accessible for an application installed in the television receiver, 3) a communication unit capable of establishing communication outside the television receiver via a communication network, 4) that package information using the inherent information is transmitted to the broadcaster, as required by claim 1. Schein et al. are silent regarding these features. Thus, Schein et al. do not make up for the deficiencies of Staunton et al. with respect to claim 1. Accordingly, allowance of claim 1 is respectfully requested.

Claims 2, 3, 12 and 22 include all of the features of claim 1 from which they depend. Accordingly, these claims are also patentable over the cited art for at least the same reasons as claim 1.

Claims 4, 5, 8-11, 13, 14, 23, 24, 27 and 28 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Staunton et al. in view of Schein et al. and in view of Hendricks et al. (US 6,539,548). Claims 9 and 27 have been cancelled. Accordingly, the rejection of claims 9 and 27 is moot. The remaining claims, however, include all of the features of claim 1 from which they depend. Hendricks et al. do not make up for the deficiencies of Staunton et al. and Schein et al. with respect to claim

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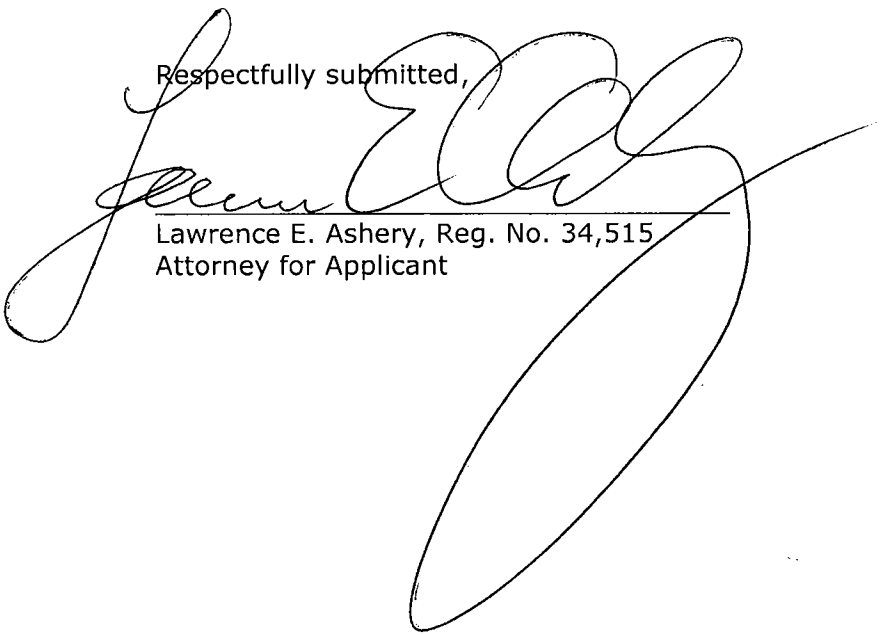
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1. Accordingly, claims 4, 5, 8, 10, 11, 13, 14, 23, 24 and 28 are also patentable over the cited art.

Claims 6, 7, 25 and 26 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Staunton et al. in view of Schein et al. in view of Hendricks et al. and in view of Chang et al. (US 2002/0129362). These claims, however, include all of the features of claim 1 from which they depend. Hendricks et al. and Chang et al. do not make up for the deficiencies of Staunton et al. and Schein et al. with respect to claim 1. Accordingly, these claims are also patentable over the cited art.

In view of the amendments and arguments set forth above, the above-identified application is in condition for allowance which action is respectfully requested.

Respectfully submitted,



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